

CITY OF BURBANK

BUSINESS DISTRICT MANAGER

DEFINITION

Under general direction, to develop, coordinate, and supervise the planning and execution of business improvement programs related to community and economic development and growth throughout or within defined areas of the City; and perform related work as required.

ESSENTIAL FUNCTIONS

Develops, manages, and coordinates the planning and implementation of Management District Plans and other economic development programs, including area marketing, advertisement and promotion campaigns, and business attraction programs; administers the renewal of Property and Business Improvement District agreements between property owners, Los Angeles County Assessor's Office, and the City; establishes objectives, priorities, and schedules to achieve maximum efficiency in completing assigned projects and programs; oversees the coordination of all applicable City departments involved in the management and implementation of community and economic development events and programs; prepares reports and documents; makes presentations before the City Council, Boards, and various types of business affiliations; directs budget preparation, manages budget expenditures, and reports property assessments for business improvement districts; directs field work and data collection for surveys and related project tasks by staff members and consultants; develops and manages program activities, including formation and administration of business improvement districts, marketing, promotion, and events; coordinates various public improvement projects and community services; coordinates the activities of consultants; negotiates agreements with vendors; establishes and maintains communication with citizen groups, public officials, consultants, and professional staff; supervises, trains, and evaluates employees; makes effective recommendations regarding hiring, promotions, and transfers; effectively recommends disciplinary action as needed, up to and including termination; drives on City business.

MINIMUM QUALIFICATIONS

Employment Standards:

- Knowledge of – the principles and practices of public administration and governmental organizations; the theory, principles, and practices of community and economic development; marketing, promotions, and event planning; business improvement districts; real estate; commercial leasing practices; planning; redevelopment law and related procedures; principles and practices of sound personnel management and supervision.
- Ability to – develop, plan, and coordinate project and program activities; develop comprehensive programs for business district revitalization; prepare and administer budgets; negotiate and manage contracts; conduct research and prepare reports; work independently as well as in a “team” environment; demonstrate creativity and ingenuity; communicate effectively, both orally and in writing; supervise and direct the work of others; establish and maintain effective working relationships with supervisors, fellow employees, and the public, including business and neighborhood groups.

Education/Training: Any combination of education and/or experience that has provided the knowledge, skills, and abilities necessary for acceptable job performance as determined by the City. Example combination includes, but is not limited to graduation from an accredited college or university with a Bachelor's degree in business, planning, marketing, public administration, or a related field and four years of experience in redevelopment, real estate planning, or similar work, including two years at the supervisory level.

License & Certificates: A valid California Class “C” Driver's License or equivalent at time of appointment.

SUPPLEMENTAL INFORMATION

None.